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Carnation Cuttings

FOUR
OUTSTANDING
New VARIETIES

1952 ~ 53

Sim Carnation Co. INC.
SAUGUS, MASSACHUSETTS

DURING THE 1952-53 season, we are offering you the four finest new varieties our firm has ever placed on the market! Each one is outstanding in its color class. Each one is a prize-winner. Each one should prove valuable in your greenhouses.

All of these are seedling varieties, bred and developed by us. They have been thoroughly tested, not only in our own greenhouses, but in various parts of the country. The flowers have been sold locally and in distant markets, and are established as valuable commercial varieties. They have been shown at several important flower shows, and have won awards whenever shown.

All four colors are soft, appealing shades. "Warm" is the word used by most growers to describe them. They are not harsh or flashly, and they blend beautifully with other colors.

Frequent cultures have been made, and will be made, from the stock plants from which cuttings are taken to insure the cleanliness of the plants we ship you. We use various rooting mediums, and all are completely sterilized. Fermate is also used as an additional protection to you. No grower can positively guarantee that his cuttings are absolutely disease-free, regardless of elaborate claims regarding culturing, mother blocks, isolation of plants, etc. Neither can we. However, every possible precaution is taken to insure the cleanliness of the cuttings we sell.

Deliveries of these carnations will start late in the summer, or early autumn. If you would like early cuttings, we can probably accomodate you. However, all orders will be shipped in rotation, except where late deliveries are requested. Let us know the earliest and latest dates on which you will accept the cuttings, and we will try to get them to you when you want them. We have a substantial stock of each one, but we expect to be sold out fairly early, and as it will be a case of "first come, first served," we suggest that you order early. We had orders for thousands of cuttings of these fine varieties before we had even named them or decided definitely when they would be disseminated.

Orders for any of our carnations placed with your favorite dealer will receive the same prompt and careful attention that orders placed directly with us receive. Remember that you can save as much as \$9.00 per 1000 by sending your check with your order.

Saugus Pink

This is a cross of two unnamed seedlings, and is in its fourth year. The color is a soft, deep pink with no blue or cerise . . . not as dark as Sidney Littlefield, but deeper than the rose pink varieties. The color is quite uniform through the season, bleaching a little during prolonged dark weather, and is at its best when the days are long and bright. The flowers are large (4 inches in diameter), full and rounded. They are excellent keepers. There is no splitting. Production is heavy and steady, and the variety will produce nearly twice as many blooms as Sidney Littlefield. The stem is of good length and strong.

This variety scored 93 points and received an Award of Merit at the New England New Variety Day in December, where it was scored by some of the best judges in the country. This score was equalled by only one other of the nearly 100 new varieties shown. It scored 86½ points at the American Carnation Society Exhibition in New York in February where it was awarded a Certificate of Merit and won the New England award for the best new variety. Featured with the other three varieties we are offering, the group was awarded a Silver Medal by the Massachusetts Horticultural Society at the Spring Flower Show in Boston in March, the only such award made to carnations.

Gordon

This is a cross of Sidney Littlefield on Princess Irene. The color is a delicate shell pink, similar to the old variety Exchantress. The edges are slightly lighter than the centers, making a very attractive color. The flowers are very large (3½ to 4½ inches in diameter), full and symmetrical. The keeping quality is splendid. Stems are of medium length, and strong. There is a brief period of very slight splitting in the fall, but this is of short duration, and is of no consequence. There is no splitting at all at other times. Production is above average, and is high for such a large flower.

This variety scored 87 points and received an Award of Merit at the New England New Variety Day. It also scored 86 points at the American Carnation Society Exhibition in New York where it was awarded a Certificate of Merit. The grower who is testing this variety in California writes: "A very attractive shell pink color. The color holds much better than that of Pink Sim in bright weather. It is also a much better keeper than Pink Sim. I would truly say that this is a MUST variety in light pink."

Canary Queen

This is a cross of two unnamed seedlings. It is a bright lemon or canary yellow. If you live in an area where there is prolonged dark weather, there will be a slight pale pink variegation in the petal during the winter, but this faint variegation does not detract from the color, nor spoil it as a clear yellow. In bright, sunny areas, it is a clear yellow at all times. The flowers are large, full and beautifully formed. There is no splitting. Stems are very long. The plants are not bushy, but production is good. The keeping quality is unsurpassed.

This variety scored 88 points and received an Award of Merit at the New England New Variety Day. Because we have cut back most of our plants to build up stock to enable us to meet the heavy demands for this variety, we have not had as many flowers of it as we would have liked to show around the country. It has attracted a lot of favorable attention in our greenhouses, and nearly everyone who has seen it has ordered cuttings. The variety is being grown in Denver, and although we have had no written report on it from that area, we do have orders for thousands of cuttings of it from Denver growers, and that is the finest testimonial a variety could receive. We are told that in the Denver area the variety shows no variegation at all.

Desert Sun

This is a cross of two unnamed seedlings. It is a pale gold, or creamy yellow-buff. The flowers are larger and fuller than those of Canary Queen. The first flowers are perfectly clear in color, but during the dark winter months a slight deep pink variegation appears. This variegation makes the color more lively, and does not prevent it being used as a clear yellow. Like Canary Queen, in areas where there is little or no dark weather, there is little or no variegation. The stems are very tall. Production is high and steady. The keeping quality is splendid. There is some splitting, but this is very slight.

This variety is our favorite, although it is not as true a yellow as Canary Queen. It scored 85 points and received an Award of Merit at the New England New Variety Day. Our California grower says of DESERT SUN: "The buff-yellow flower is large, full and beautiful. This variety will pass as clear yellow, and I prefer it over Miller's Yellow in our area. Its production is much higher than that of Miller's Yellow, and its fullness and size surpass any other yellow grown here."

ALL FOUR OF THE PRECEDING VARIETIES WILL BE SOLD UNDER THREE-YEAR GROWING AGREEMENTS EFFECTIVE UNTIL DECEMBER, 1955

\$22.00 per 100

\$180.00 per 1000

250 of One Variety at the 1000 Rate

5 % Discount Cash with Order

Also

RED BEAUTY. A fine scarlet, similar in color, form and size to Wm. Sim. Long stems, good production, very little splitting, and splendid keeping quality. **\$20.00 and \$150.00**

WHITE SIM. A sport of Wm. Sim, and the leading white variety grown today. Is the same as Wm. Sim except for color. Large, full flower. **\$15.00 and \$125.00**

SPICY ROSE. A lovely shade of vivid rose pink. Medium flower of attractive form. Heavy producer. Good keeper. Nice stems. Almost no splitting. **\$20.00 and \$150.00**

RASPBERRY ICE. White petals overlaid with orchid or lavender, similar in color to raspberry sherbert. Shaggy form which is attractive. Good stems. Fine production. Good keeping quality and no splitting. Popular novelty. **\$20.00 and \$150.00**

BABY BRONZE. A small flower, but full and beautifully formed. A bronzy or golden yellow with faint pink tinting in center. One of the most prolific varieties grown. A good commercial variety. Unsurpassed in keeping quality. Long stem. No splitting. **\$20.00 and \$150.00**

BUTTERSCOTCH. Yellow-buff. First flowers are large and have slight pink tinting in center. Flowers become medium size and clear color during winter. Splitting occurs in autumn, but not at other times. Good stems, good production, and good keeping quality. **\$20.00 and \$150.00**

MRS. E. F. GUBA. Almond petals with deep pink edges and lines. Large full flowers which keep well. First flowers are of medium size, and if flowered early may have a slightly curled appearance. Size increases rapidly, and curled appearance vanishes. Although splitting will amount to 10 to 15 % over the season, the variety will still produce a paying crop of top-grade blooms. Stems are long and production is high. **\$20.00 and \$150.00**

250 of One Variety at the 1000 Rate

5 % Discount Cash with Order

Cuttings for Direct Benching 1952 Season

The practice of planting cuttings directly from the propagating bench to the permanent bench in late spring and early summer is rapidly increasing in popularity. Such plants are usually pinched only once, and then allowed to flower. Carnation flowering may be timed in this way, and a great deal of labor is saved. To accommodate those who wish to follow this procedure, we will continue to propagate the following varieties through April, May and June of 1952, and will have cuttings of them available as long as the demand warrants.

	Per 100	Per 1000
RED BEAUTY , new scarlet	\$20.00	\$150.00
WHITE SIM , leading white	15.00	125.00
RASPBERRY ICE , new novelty	20.00	150.00
BABY BRONZE , yellow-buff	20.00	150.00
SPICY ROSE , vivid rose pink	20.00	150.00

250 of One Variety at the 1000 Rate
5 % Discount Cash with Order

PRICE LIST AND ORDER BLANK

ROOTED CARNATION CUTTINGS

SIM CARNATION CO., Inc.

P. O. Box 1107
SAUGUS, MASSACHUSETTS

Name Date.....

Street

City State

Shipping address

if other than Post Office

All shipments will be made by Railway Express unless otherwise requested.

Shipments will be made in rotation between Oct. 15 and April 15, as early as possible, and as near the requested date as we are able. However, unless you specifically state on this order that you will not accept delivery after a certain date, we will assume that you will accept delivery when we are able to make it up to April 15 unless written cancellation is received prior to shipment.

Requested date..... Will not accept before..... nor later than.....

VARIETY	PER 100	PER 1000	QUANTITY	AMOUNT
*SAUGUS PINK	\$22.00	\$180.00		
*GORDON	22.00	180.00		
*CANARY QUEEN	22.00	180.00		
*DESERT SUN	22.00	180.00		
RED BEAUTY	20.00	150.00		
SPICY ROSE	20.00	150.00		
BABY BRONZE	20.00	150.00		
RASPBERRY ICE	20.00	150.00		
BUTTERSCOTCH	20.00	150.00		
MRS. E. F. GUBA	20.00	150.00		
WHITE SIM	15.00	125.00		
TOTAL				

* Agreements must be signed until December, 1955.

250 of One Variety at the 1000 Rate

5 % Discount Cash with Order

No order accepted for fewer than 100 of any one variety

Orders for shipment outside the United States must be paid in advance

Special prices will be quoted on orders for 5000 or more cuttings

ROOTED CARNATIONS

SIM CARNATION CO. INC.

P. O. Box 100
SAUCUS, MASSACHUSETTS

PRICE LIST AND ORDER FORM

All shipments will be made by Railway Express. Shipments will be made in relation between October 1st and November 1st. The date as we are at the time of the order. If you will not accept delivery, you must will accept delivery when we are at the time of the order. If you will not accept delivery, you must will accept delivery when we are at the time of the order.

Remember, please, we will not accept delivery of orders unless they are paid for in advance.

VARIETY	PER 100	PER 1000
*SAUCUS PINK	\$22.00	\$180.00
*CORDON	22.00	180.00
*CANARY QUEEN	22.00	180.00
*DEBENT SUN	22.00	180.00
RED BEAUTY	20.00	150.00
STICKY ROSE	20.00	150.00
BABY FLORENCE	20.00	150.00
RASPBERRY ICE	20.00	150.00
BUTTERSCOTCH	20.00	150.00
MRS. E. F. GUBA	20.00	150.00
WHITE SIM	15.00	125.00
TOTAL		

* Agreements must be signed until December, 1935.

250 of One Variety at the 1000 Rate

5% Discount Cash with Order

No order accepted for less than 100 of any one variety.
Orders for shipment outside the United States must be paid in advance.
Special prices will be quoted on orders for 5000 or more of any one variety.